News Releases
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Newfoundland Labrador

Tourism, Culture and Recreation
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Ironman 70.3 Triathlon Receives $100,000 in Support

The Honourable Clyde Jackman, Minister of Tourism, Culture and Recreation, today announced that the Government of Newfoundland and Labrador is providing $100,000 to help assist with hosting expenses for the 2008 Newfoundland Ironman 70.3 triathlon, which takes place in the Pasadena-Corner Brook area on Sunday, July 27.

"This Ironman 70.3 is an excellent example of the social and economic benefits that occur as a result of investing in sporting events," said Minister Jackman, who will be on hand at the opening of the race. "There are more than 300 athletes participating in this triathlon, the vast majority of whom are from outside the province. This event provides athletes, as well as their family and friends, with an opportunity to compete as well as explore Newfoundland and Labrador's scenic beauty and rich culture."

The race includes a 1.9 kilometre swim, which starts at Pasadena Beach Park in the Town of Pasadena. Athletes then bike 90 kilometres to Corner Brook via the Trans Canada Highway, and then finish with a 21 kilometre run that takes participants near Humber Valley Resort via Boom Siding Road and the shoreline of Deer Lake.

The Honourable Tom Marshall, MHA for Humber East, welcomed the investment in the competition and recognized the work of organizers in arranging an event of this magnitude. "Residents of the Humber Valley region have proven time and again that they are capable of hosting first-class events at provincial, national and international levels," said Minister Marshall. "I congratulate the local organizing committee for once again bringing this triathlon event to the West Coast of our province, and offer a warm welcome to all the competitors and their fans to the beautiful Humber Valley."

Race director Steve May said although this is only the second year the area has hosted the Ironman 70.3, the western region of the province has a long history of hosting various triathlon events. "The City of Corner Brook first ran a mini-Ironman race, with 12 participants, in 1981. Since that event 27 years ago, the course has undergone 16 changes, and now, the Ironman 70.3 is by far the most challenging of them all," said Mr. May. "We are thankful to the Government of Newfoundland and Labrador for their generous financial commitment to the Ironman and their support as the event continues to evolve."

The Ironman 70.3 race format is a relatively new addition to the Ironman brand and there are only 30 of these particular triathlon events held across the world – and only one other held in Canada. The Newfoundland Ironman 70.3 event will award 50 slots and qualify athletes for the Ironman World Championship 70.3 in Clearwater, Florida.

World Triathlon Corporation, owners and organizers of the Ironman, is a Florida-based company recognized for athletic excellence, performance and quality products. Newfoundland Ironman 70.3 is a member event of the 2008 Ironman 70.3 series. Ironman has been a respected name in triathlon since its inception 28 years ago and is regarded as the world's most challenging endurance event.

For more information on the Newfoundland Ironman 70.3 event, visit:
www.ironmannewfoundland.com.

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